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March, 1955

Plan of Work 1955

Year of Action

1955 must be a year of action for the Cooperative Extension Service. The base that has been laid for strengthening the total farm and home unit approach to our farm problems calls for more intensive action, while plans to strengthen educational work in marketing, public affairs, and better reaching beginner and low-income farmers call for faster action to an ever broadening front.

Challenges Involved include -

1. Faster and more interpretive dissemination of research.
2. Teaching methods and materials that better fit research results and other facts together in terms of local application.
3. Faster, more effective methods of reaching consumer, marketing, low-income, and other groups.
4. Methods for developing better public understanding of farm problems and the Department and Cooperative Extension effort to help meet them.

Communication Progress Demands -

1. More Effective Use of Television as a speedy mass and yet almost personal way of interesting and informing millions of set owners about research results and better practices and demonstrating good practices to them.
2. Adjusting Our Heavy Use of Radio to the changed audience, programming, and time and conditions under which various groups listen to radio in competition with television.
3. Modern Visual Aids and planned showmanship to make our meetings complete.
4. More Specific Publications to clinch our teaching, with to-the-point, locally useable visualized messages.
5. Fullest Use of Newspapers and Magazines to backdrop and multiply our individual and group contact efforts and do the necessary and speedy mass educational job.

Our Programs Demand -

1. The Localized Approach with national, state, and local research results, situations, needs, and experience meshed and communicated in terms of simple, practical local application by people.
2. The Problem Approach that brings much specialized knowledge from widely different fields together in terms of specific problems.

3. Team Work that helps farm people and others we reach bring together the full forces of the Department, land-grant colleges, county government and other agencies, organization and industry groups in meeting common problems.
4. Education Beyond the Farm with people who handle farm products and consumers for whom the farmer produces.
5. Better Public Understanding of farm problems, and the Extension Service and others efforts to help them the American way.

Action End of Programs

These communication challenges and program demands are at the action end of all Cooperative Extension programs. These are the Ten Commandments of State extension information programs and our information programs in the Federal Extension Service. The Extension Information job is a two-fold job - one, of helping all extension workers in obtaining or preparing simple, convincing educational materials and in using the most effective communication, public relation, and showmanship teaching methods tailored to needs and understanding of the audience, and two, leadership in keeping available mass channels of communication open for educational use and using them in every way possible to backdrop, broaden, and explain the local extension effort.

To Those Ends in 1955 we will concentrate on:

1. Information Program Development assistance to State extension services through joint revision of project agreements, plans of work, field analysis of information problems, letters, regional and national information conferences, etc.
2. Training assistance to Federal and State extension workers in communication teaching methods and technique development, in relating the subject-matter content of information to broad objectives, and in coordinating the various facets and techniques of information work and teaching aid planning and production.
3. Keeping States Informed of national programs and situation developments and supplying State extension editors and others with available facts, policy news, publications, and other material for local educational use.
4. Information Liaison between State extension services and the Department Office of Information and other agencies in the development and most effective use of joint policies, teaching materials and communication operations.
5. Support National Programs of the USDA, the Federal Extension Service, and other agencies through assistance in joint planning, development of effective factual materials and appeals for localized use, and through informing State extension editors and others of their localized role in the national programs.

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6. Explaining Cooperative Extension Service operations and agriculture generally to the public through State extension services, and nationally through magazines, television, radio, newspapers, visual and other communication outlets.

The Division has been reorganized into two Branches as shown by the following organization chart:

OFFICE OF THE DIRECTOR

Lester A. Schlup, Director
Ralph Fulghum, Assistant Director
Florence Gucker, Administrative Assistant
Helen Kessler, Secretary
Walter A. Lloyd (Special Reports)
Louise T. Michaelis, Secretary

AUDIOVISUAL BRANCH

Joseph D. Tonkin, Chief
_____, Agricultural Extension Specialist (Radio-TV Training)
_____, Agricultural Extension Specialist (Visual Training)
Gertrude Power, Assistant Visual Aids Specialist
Elizabeth C. Elliott, Secretary

PUBLICATIONS AND NEWS MEDIA BRANCH

Ralph Fulghum, Acting Chief
Martial Bertin (Current Information)
Katherine Heinold, Clerk
Frances Clingerman (4-H and Home Demonstration)
Bryan M. Phifer (Farm Unit Approach)
Esther J. Barieau, Secretary

Magazine Section

Catherine W. Beauchamp (Editor, Extension Service Review), In Charge
Dorothy Bigelow, Associate Editor
Frances Haack, Secretary

Publications Section

_____, Agricultural Extension Specialist (Publications Training)
Carter N. Bealer, Editor
Ellen J. Hall, Assistant Editor
Esther G. Peppler, Editorial Assistant

Major purpose of the reorganization was to (1) strengthen the Division in those professional leadership areas; (2) transfer such production functions, as taking photographs and finishing art work, to the Office of Information on a reimbursable basis; and (3) transfer distribution, mailing lists and other administrative services to the Division of Management Operations.

One of the first major jobs of the year is filling four vacancies caused by (1) transfer of our publications specialist to the Office of Information; (2) death of our visual specialist; (3) assignment of our radio and television specialist to head the Audiovisual Branch and need for a radio and television specialist to assist him; and (4) need for a chief of the Publications and News Media Branch.

The Audiovisual Branch will assume leadership responsibility on all extension radio, television, and visual problems, including:

1. The development and expansion of a program of instruction, specifically designed for State specialists and county extension workers in the use of audio-visual aids, television, and radio, and the implementation of this training program through assistance to State editors in conducting schools at the State and county level. This would include also:
 - a. State and regional workshops and other training events.
 - b. Participation in the national training activities of AAACE.
 - c. Helping plan and participate in the training activities of the National Project on Agricultural Communications.
 - d. Cooperation with the radio, TV, and audio-visual media specialists in the Office of Information, USDA
 - e. The teaching of the extension summer shortcourse in television at Cornell University.
2. The reexamination of our entire radio effort in the light of present day conditions brought about by the impact of television on radio listening time and the marked increase of radio receivers in automobiles, trucks, barns, and farm workrooms, and the adaptation of broadcast style to this mobile audience.
3. The publication of a Community Exhibit Handbook, a handbook on "Making Posters, Flashcards, and Poster Charts" for extension teaching, and the preparation of a general visual aids handbook and a number of visual aids leaflets.
4. The exploration and gathering of data for a network of teletype communication between all land-grant colleges and USDA for administrative as well as editorial use.
5. The establishment of a channel of flow of visual aids and ideas from the States, from industry, from USDA, and from other sources for use in a monthly visual exchange program to all States, and the responsibility for the distribution of this visual material to State extension services.
6. Service the States with advice, ideas, help, and materials which relate to their audio-visual problems of creation, production, and use. Such services would incorporate ideas and knowledge from education, industry, and other sources.

7. Reflect to the USDA Office of Information and others the types and subjects of audio-visual materials required by the States in educational work, cooperate with them in getting such materials produced, and develop with the USDA Office of Information policies for servicing the States with materials in ways that will permit State adaptation and localization of their subject-matter content.
8. The supervision of radio and television coverage of such extension special events as National 4-H Camp, Home Demonstration Week, the National Economic Outlook Conference, etc.
9. The continued planning of art and graphics for the Extension Service Review and areas of extension activities such as the farm unit approach, consumer education, home economics, field studies and evaluation, and the continuance of production liaison with the Motion Picture Service, the Photo Unit, the Exhibit Service, and the Art Production Unit in regard to the immediate needs of the Federal staff.
10. Suggestions and aids to the State editorial offices in the form of graphic spot drawings, publication design, and the like.
11. Servicing all divisions of the Federal Extension Service with audio-visual aids equipment and art supplies, and with consulting advice and training to perfect their use of audio-visual aids.
12. Arrange for national extension radio and television programs, exhibits, etc.

The Publications and News Media Branch will assume leadership in:

1. Publications including:
 - a. Assisting State extension services in planning and conducting publication clinics and training schools for State specialists who write publications, giving special emphasis to simpler, shorter publications with specific objectives, that are to-the-point, more readable, and more convincingly visualized.
 - b. Assisting the Federal Extension staff in preparation of better publications, that both inform State extension workers and demonstrate good publications techniques to them.
 - c. Plan the Federal Extension Service publications program in cooperation with the divisions, the Federal Extension Publications Committee, and other agencies of the Department concerned, and edit, arrange for layout, printing, distribution plans, etc.
 - d. Liaison between the Department and State extension services in developing policies and procedures for making Department popular publications better fit State extension needs, and better coordination of the Department and State extension publications program through exchanging lists of intentions to print, checking with States about publications the States might best print, and developing cooperative distribution plans.

2. Current Information -

- a. Keeping States informed of current USDA and Extension programs, policies and objectives together with supporting educational material and interpretation for local extension use. This will be done through a special news service to Extension editors, through the weekly letter to the editors, through special packets of information materials, through special letters, in field meetings, visits to the States, etc., in much the same way that a city newspaper desk brings a maze of material together daily and assembles it in useable fashion.
- b. Bringing together from State extension services news, radio, publication and other educational materials and using them to reflect extension operations to USDA agencies and other agencies with whom the extension services cooperate in educational work; also analyzing such State materials to determine their effectiveness in interpreting USDA programs and what further contribution and help can be given by the Division in this area.
- c. Arranging for and handling needed national news stories to the public on extension work.

3. Magazines -

- a. The Magazine Section will plan and edit the Extension Service Review to present latest information on extension problems and administrative objectives to Cooperative Extension workers and exchange latest extension methods and experiences among them. Special issues and major topics under consideration include: Farm and home unit approach, staff training, soil and water conservation, home demonstration, 4-H, local leader training, program determination, visual aids, marketing, diverted acres, young farmers, methods of cooperation, public affairs, work in low-income areas, suburban farming, extension methods, research, and communications.

Special issues and major topics will be selected and developed in cooperation with an advisory committee representing Federal Extension Service divisions, and special committees selected for special issues. Major effort will be made to obtain a wide variety of county and State items in cooperation with State extension services and the Federal staff. Layout of the Review will be developed along lines suggested by Otto Forkert. A detailed appraisal of reader interest and value to the reader will be started in cooperation with the Field Studies and Training Division and the National Project in Agricultural Communications.

- b. Copies of the Review and other materials will be sent to interested national and regional magazines to serve as tips for stories, and special plans will be made to: Develop a list of magazines that could well be contacted with story ideas, encourage persons to serve as contact with each such magazine and otherwise acquaint the magazine with problems extension is working on and supply them needed facts and results.

4. Leading Information Support for Special 4-H and Home Demonstration Special Events and other efforts to develop stronger programs, such as:

- a. 4-H Club Week, March 5 - 13;
4-H Sunday, May 15;
4-H Camp, June 15 -22;
4-H Achievement Day, November 12;
4-H Congress, November 27 - December 1;
National Home Demonstration Week, May 1 - 7;
and other special observances.
- b. Arrange for and maintain contacts with national magazines and organizations supporting these programs and prepare or help them or other extension workers prepare needed magazine articles and other educational material.
- c. Assist State extension staffs in developing stronger information programs in support of home economics, home demonstration, youth work.

5. Giving Information Support to the Farm and Home Unit Approach including:

- a. Developing supporting materials for State use; such as, a suggested leaflet for State printing and distribution to extension workers, a suggested leaflet for public use, and a basic facts booklet on economic reasons back of the unit approach.
- b. Assemble for the Federal Extension Service information and other materials successfully used by States and make them available to other extension workers.
- c. Arrange for national coverage of unit approach activities in news, radio, TV, Extension Service Review, magazine articles, etc.
- d. Assist State extension editors in developing information programs to give fullest information support to the unit approach in State and other extension meetings and training sessions, through field visits, special packets of educational materials, etc.

The Director's Office in addition to general planning and supervision of all division operations will:

1. Review and arrange for Division appraisal of State Extension Information plans of work and information project agreements not revised in recent years, and assist States in making needed improvements in information organization, coordination, and management; program plans; relationships; methods; and the like.
2. Arrange for an Advisory Committee of about 8 leading State extension editors to meet with Federal Extension, Office of Information, and other Department Information leaders on common communication problems, and advise the Department and State extension services on information

policy, relationships, information programs, and other matters related to the more effective use of communications to strengthen USDA and State programs.

3. Arrange for meeting State requests for information assistance, for contributing to regional and national extension meetings where extension information problems are discussed.
4. Handle overall liaison between the Extension Services, Office of Information and information operations of other agencies with special emphasis during the year on better coordination of Federal and State publications and more cooperation in audio-visual teaching aids.
5. Help plan, as a Board member, and encourage Extension to make fullest use of the operations of the National Project in Agricultural Communications.
6. Maintain close, public relations contact with industry groups serving agriculture, communications media, foundations, and farm, civic, and other organizations and groups in a position to further the basic extension communications objectives.
7. Take the lead in developing with the Administrator's Office, other divisions and State directors three basic publications explaining farm problems extension is working on and objectives, operations and accomplishments to the public, farm people, and cooperative extension workers.
8. Assist the Administrator's Office in preparation of talks, reports, articles, and weekly letters to State extension directors.

Carrying Out these plans will require close teamwork between all members of the Division to coordinate press, radio, television, the Review, visual aids and other supports in a balanced most effective way. Several and sometimes all members of the Division will work together on additional special extension programs such as grain sanitation, dairy culling, grain storage, low-income problems, etc., and in cooperating with the Office of Information on special information coverage for the Secretary's Office.

This coordination within the Division and with other divisions will be assured through -

1. Assigning a staff member to make a special effort to keep up with developments in each Programs Division, follow their programs, attend some meetings, etc., and report needed information support back to the proper people in the Information Division. At present, such Division special assignments are:

4-H and Home Economics - Clingerman
Agriculture - Phifer
Agricultural Economics - Lloyd

2. Regular weekly meeting of the Division, special meetings, and special problem conferences.
3. Asking unit leaders in the Division to highlight work under way during the week and ahead in a page statement to the Director.
4. Through regular and special problem meetings with the Office of Information and agency information heads to keep our educational support in line with needs in the other agencies and with operations they are carrying on.
5. Circulation of all correspondence to entire staff of Division.

Individual Plans of Work. - Plans of work for the year have been developed by each staff member, and are available upon request.



